

Social Media and Google SEO Expert

Let me help your business with internet marketing



Keynote Speaking,
Training, Consulting
(617)-PATRICK

(617)-728-7425

Benefits to your audience:

A compelling, comical, and engaging speech. See samples at <http://www.617-PATRICK.com>

- Learn about the power of social media before your competition does.
- Learn it from the innovator that figured out things about social media that no one else knows.
- Learn how to gain new customers with Social Media
- Learn how to maintain better relationships with current customers
- See the profit and ROI that other businesses are getting

Learn, laugh and love social media, and gain practical tips that you can use to improve your business.

“Social Media – The What, The Why, And The ROI”

Learn how to unleash the unprecedented power of Social Media including LinkedIn, Twitter, Facebook, Blogging, and others to increase sales and improve your business.

It can be time consuming, but I have discovered time-efficient ways to do it.

In this session, I'll show you how can be used to improve your business. You will learn:

- how to get new sales and new contacts through LinkedIn that were impossible without it
- when Twitter is a waste of time, and when it's a powerful tool for sales and marketing
- how to use Twitter to get thousands of followers in your target market
- how to potentially get your business ranked on the first page of Google results, in as little as a day
- techniques you can use to implement social media in your business plan
- many undocumented tips that I have discovered
 - (Hint: put your maiden name in your LinkedIn and Facebook profiles)

and you'll have fun learning it.

Learn how to use Social Media to transform your business before your competition transforms their business.

See 2 minute sample video of his entertaining , engaging style at <http://www.617-PATRICK.com>

See video of how I helped Fox TV find a kidnapped baby at <http://www.617-PATRICK.com/baby>

Biography

Patrick O'Malley loves and lives Social Media, and can show you how to utilize them to get new customers and maintain relationships with current customers. Patrick:

- is an internationally known expert on LinkedIn, Twitter, Facebook, YouTube, Google SEM and Google SEO
- knows 25-30 things about Social Media that no one else knows, and shares them with his audiences.
- has sample tips in his blog on his website

Short, sample videos of his entertaining , engaging style

- 2 minute video at <http://www.617-PATRICK.com>
- Best video, with Mom, at <http://www.617-PATRICK.com/mom>

Highlights:

- VP of Operations for the search engine that was tied with Google in the year 2000 (Northern Light)
 - he knows the internal engineering of a search engine, and understands internet marketing from one of the original sources.
 - he knows 5 tricks which can get potentially your company's product onto the first page of Google, for free, with no "black hat" techniques, in just a few days.
- TV, Newspaper appearances
 - Fox-TV social media expert
 - WHDH News (Channel 7) in Boston
 - Boston Globe
 - Boston Herald
 - many other news outlets.
- Speaker at DECUS conventions in front of many groups of 1000+
- VP of Marketing for ASTD, Boston

His phone number is actually 617-PATRICK, i.e. (617)-728-7425, which he still thinks is the coolest thing.

Other Speaking Topics:

- Social Media For Business – An Introduction
- Advanced Social Media (always customized)
- LinkedIn For Business
- Twitter For Business
- Using Twitter To Help Find A Kidnapped Baby
- How To Advertise On Google Using PPC
- Google SEO (Search Engine Optimization)
- ... any customized seminar

Clients:

- Meeting Professionals International (Platinum speaker)
- American Marketing Association
- Harvard School of Public Health
- WGA Insurance
- Jones, Lang, and LaSalle
- Gray & Rice Public Relations
- National Speakers Association (Regional Branding Conference)
- Johns Hopkins University
- North American Telecommunications Dealers Sales Conference
- European Social Media Business Forum, Promin Group, Istanbul, Turkey
- ACG (Association for Corporate Growth)
- Association of Service and Computer Dealers International Sales Conference
- Institute of Management Consultants
- NEHRA – North East Human Resources Association
- Networking Partners VC Group
- Northeastern University – Social Media For Journalism
- Society of Professional Consultants
- Small Business Administration (SBA)
- Consumer Genetics Show
- Boston Wedding Group
- Hispanic-American Chamber of Commerce of Greater Boston
- ASTD
- ... and many more at
http://www.617-PATRICK.com/public_events.html

Testimonials

“I just enjoyed an amazing session by Patrick O’Malley on social media. He gave us tips for really advanced users and for those that really don’t know how to use social media. Patrick is “the bomb”.

— Kate Lastinger, President, MPI Georgia Chapter

“WGA had Patrick speak at our annual sales conference, not only is extremely knowledgeable on all forms of social media, he is truly entertaining and engages everyone in the room. Our firm highly recommends his training services.”

— Susan Forbes, WGA Insurance Sales Conference

“Patrick’s presentation on using Google ad words to drive traffic to your website was eye-opening and highly informative. I took copious notes. He also gave me excellent suggestions on how to improve my LinkedIn profile, which I immediately implemented. Patrick really “gets it” and is truly an expert in his field.”

— Jill Konrath, best selling sales author

“Presentation was amazing. I’m a LinkedIn geek, but I always learn something from Patrick. I highly, highly, highly recommend him.”

— Sean Olson, President, MPI Heartland Chapter

“Fantastic presentation – the content and the way you presented it. People could have been dead and would have come back to life. The information was worth more than 10 times the price of admission.”

— Michael Kaye, Author of “We Found Excellence”

“Whether one-on-one in an office, presenting the anchor session in a 3000-seat auditorium, or “winging” a session on the fly to fill in for a no-show speaker, Pat consistently delivers relevant, high-quality technical content while simultaneously keeping his audience focused and entertained, a rare and invaluable combination.”

— Marc Lippmann, DECUS

“Mr. O’Malley is very knowledgeable about LinkedIn and he kept our members riveted and entertained in their seats throughout his presentation. Our audience survey was overwhelmingly positive. In fact, the audience requested an encore - to hear about Twitter, which extended the session an additional 15 minutes beyond the scheduled end of the program. A first for AMA Boston!”

— Myles Bristowe, President, AMA, Boston

“unending gratitude for marketing artistry and savvy”

— Hank Phillippi Ryan, Emmy winning TV reporter at Ch 7, and best selling author of Drive Time, in the Acknowledgements of her 4th book

• many live video testimonials at
<http://www.617-PATRICK.com/testimonials>

• 30+ public recommendations on LinkedIn at
<http://www.linkedin.com/in/patrickomalley>

Contact us for a dynamic, profitable presentation!

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